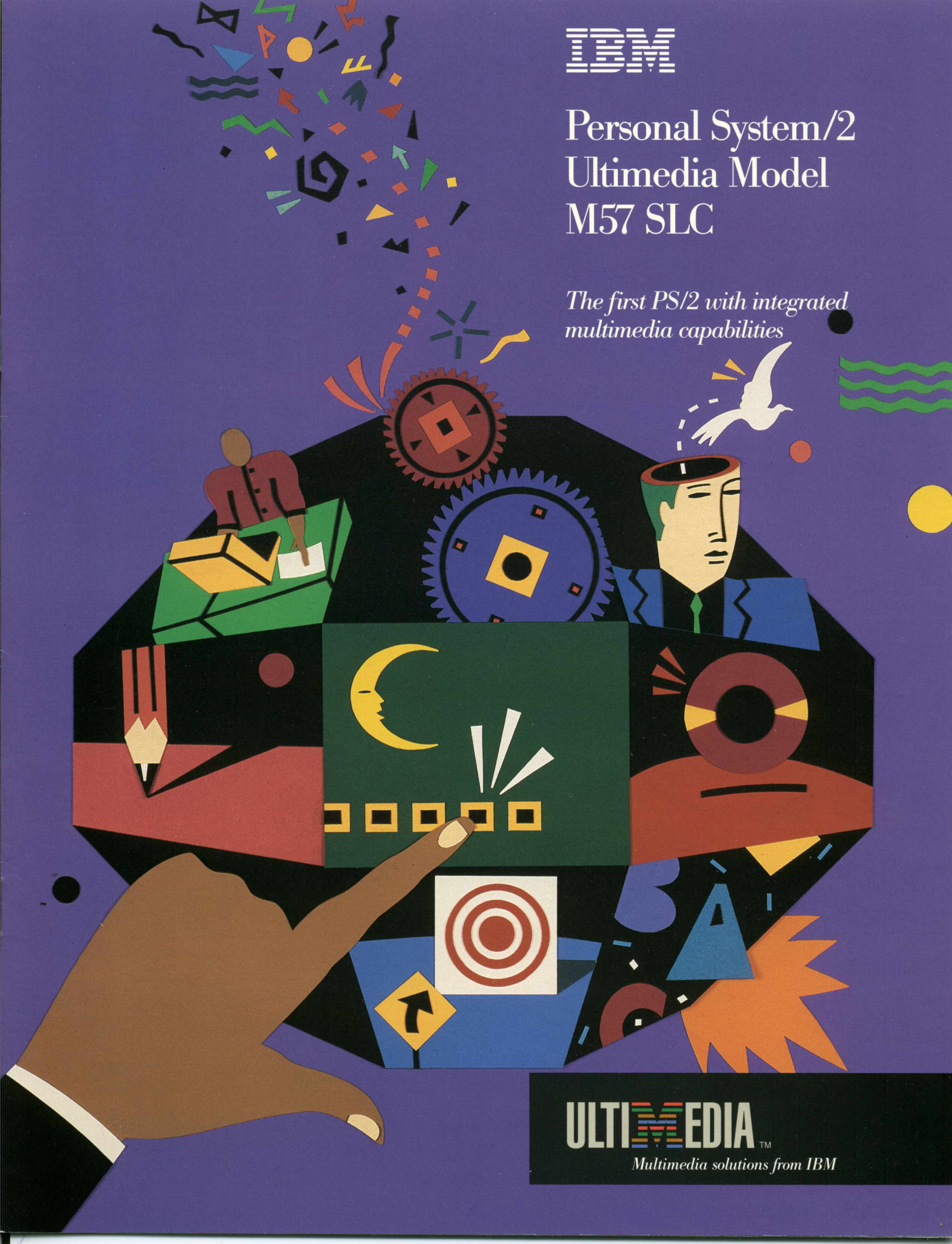


IBM

Personal System/2 Ultimedia Model M57 SLC

The first PS/2 with integrated multimedia capabilities

ULTIMEDIA™

Multimedia solutions from IBM

ULTIMEDIA™

Ultimedia designates IBM's family of multimedia products and services which deliver the ultimate in multimedia solutions and support. Ultimedia goes beyond text and graphics to include high-quality images, animation, thrilling full-motion video, brilliant stereo sound, and touch-based interaction.

Elephant
(say EL-uh-funt) Species: 2
Huge ears--shaped like the continent of Africa--identify this as an African elephant.
Order: proboscideans
Food: roots, leaves, fruit, grasses, bark
Habits: active day or night; social
Status: declining because of poaching and habitat loss

Ultimedia ready to roll

Some people like to build race cars from the ground up. Other people just like to drive them.

If you've ever wanted to get behind the wheel of a state-of-the-art multimedia marvel, it's time to step up to the IBM Personal System/2® Ultimedia™ Model M57 SLC. It's IBM's first in an emerging line of integrated PS/2® Ultimedia systems, and it's got multimedia power-written all over it. And the best part is you don't have to build it yourself!

Amid today's information explosion, it's a race to the finish line to get your message out to your audience with power and effectiveness. Today, cutting-edge organizations are driving their message home with a new competitive advantage – multimedia.

In essence, multimedia augments the interactive power of computers with the intuitive power of sensory experience to provide a true revolution in communications. With multimedia, the days of dry text and graphics communications are over. From stereo audio to high-quality images to thrilling motion video, you now have an "information theater" at your fingertips.

In recent years, IBM has been a leader in delivering multimedia technologies to the marketplace. Today, you can pick from a wealth of outstanding IBM Ultimedia products to add multimedia power to everyday PS/2s.

But now we're taking the revolution a step further: we're building PS/2 systems from the ground up with integrated multimedia capability. With the PS/2 M57 SLC – for the first time in a PS/2 system – you can have leading-edge multimedia right out of the box.

With the PS/2 M57 SLC, you'll spend less time integrating multimedia technologies and more time winning with multimedia mastery. The PS/2 M57 SLC proves that technology doesn't have to appear complicated to be powerful. Like a Formula 1 race car, it simply waits for you to power it up and get going.

All the system software comes included on a single CD-ROM optical disk. Since the disk is customized for the PS/2 M57 SLC, it's able to install the required code on the 80MB hard drive with a minimum of user intervention. This is "plug-and-play" multimedia at its best; "fueling up" a PS/2 has never been easier.

At the same time, no PS/2 has ever been friendlier. Want to equip your luxury performance vehicle with a sound system? The same CD-ROM drive that can store up to 600 megabytes on a single 5-1/4" removable optical disk can also play your audio CDs. Even better, it will deliver the music in high-quality 16-bit stereo sound.

So sit back in the driver's seat and have a listen. With the PS/2 M57 SLC, the road ahead is a pleasure. We've even put a convenient volume control and headphone jack on the front panel – providing you with a handy "multimedia dashboard."

PS/2 IBM Ultimedia Model M57 SLC

After listening to a crystal-clear rendition of Beethoven's Ninth Symphony, you may want to take your PS/2 M57 SLC out on some trickier roads. And what better welcome to the "New World" of multimedia than our interactive multimedia tutorial to guide you? It's easy to pull up; the tutorial's included right on the CD-ROM disk. The tutorial will introduce the world of multimedia to you and explain the capabilities of the PS/2 M57 SLC. Thanks to its dynamic multimedia format, the tutorial may provide the most enjoyable "computer tour" you've ever taken.

During the tutorial, you will notice that you're seeing high-quality images with clarity and richness of color rarely found on affordable desktop computers. The secret's inside: IBM's new XGA graphics card. IBM is making XGA the new graphics standard. Instead of 640 x 480 resolution at 16 colors, you can now have either 640 x 480 resolution at 65,536 colors, or 1024 x 768 resolution at 256 colors. Combined with brilliant stereo sound, you may feel that your PS/2 has taken on the audio-visual power of television.

And you'd be right.

By now, you might find yourself getting pretty comfortable with your luxury multimedia vehicle. And if you're up to navigating your way through some real multimedia applications, we've paved the road ahead.

Our all-in-one CD-ROM disk contains application samplers from a wealth of multimedia authoring and content packages. These samplers enable you to start right in and create real multimedia applications with minimal training. You'll mix text, graphics, animation, colorful images and stereo sound and find yourself creating interactive on-screen presentations, education/training utilities, kiosk presentations, and personal productivity aids such as an image and voice database.

Once you've explored the authoring and presentation packages – supplied by IBM and independent software vendors – you may find a favorite or two that you'll want to stay with long-term. In this case, you'd be able to order the commercial versions while knowing ahead of the time that they're the right solutions for you.

As your PS/2 M57 SLC weaves its way into the daily fabric of your work, you'll find that the same CD-ROM drive can also be used for the thousands of commercial CD-ROM titles on the market today. With 600MB on every CD, you'll discover an unimaginable wealth of information at your fingertips. As an example, the *New Grolier Electronic Encyclopedia* includes the full 21 volumes of the *Academic American Encyclopedia*, complete with 33,000 articles, 10 million words, 2,000 pictures, 250 color maps, and 30 minutes of brilliant sound – all on a single CD-ROM. Even better, CD-ROMs with this kind of information density are now available with specialized content for specific industries.

We've used CD-ROM capacity to ship a full range of today's operating system software. We've not only included IBM DOS 5.0, but also IBM OS/2® 2.0, IBM Multimedia Windows Extensions 1.0 and Microsoft Windows™ 3.0. Now you can simply pick the best applications for your needs, regardless of operating environment.

And by the way, while you're running your applications, don't be concerned if they seem to be running a little faster than usual. We've custom designed a

new version of the industry standard 20 MHz 386SX® microprocessor that runs up to 88 percent faster than the industry standard 20 MHz 386SX processor. Now you can really blast off with cutting-edge multimedia.

With the PS/2 M57 SLC, you don't have to be a rocket scientist to get "rocket science" performance from IBM Ultimedia.

The Ultimedia palette

The IBM PS/2 Model M57 SLC is the first integrated multimedia PS/2. Packed with leadership Ultimedia technology, it's ready to run multimedia applications right out of the box.

With world-class, single vendor integration and support, the PS/2 M57 SLC provides you the peace of mind of knowing that mission-critical multimedia applications can be developed to a stable platform. What's more, the PS/2 M57 SLC will run all your standard DOS, OS/2 and Windows applications and can be integrated just like any other PS/2 within your existing computer network.

The PS/2 M57 SLC is backed by a wealth of pre-packaged multimedia applications from IBM and independent software vendors. A wide range of multimedia authoring tools also support the system, enabling you to build your own multimedia applications. Just as important, IBM has assembled an extensive team of Ultimedia Business Partners and remarketers who specialize in multimedia and can develop the most complex custom multimedia applications for your organization.

World-class customer support

Backed by our commitment to IBM Ultimedia, the PS/2 M57 SLC is more than just an integration of technologies. It's a total solution of multimedia technology and support.

Industry-leading support includes:

- The concentrated resource of the IBM Multimedia & Education Division.
- A network of IBM Business Partners – multimedia application development specialists in most lines of business as well as a select group of remarketers who specialize in multimedia.
- Outstanding IBM field support.
- A network of developers creating applications for the Ultimedia family of products.
- Showcase IBM Area Multimedia Centers.
- Toll-free IBM hotlines for multimedia information and technical assistance.
- The bi-monthly *IBM Multimedia Solutions* magazine.
- The annual *Ultimedia Digest*, a comprehensive collection of multimedia articles.
- Courseware and product catalogs filled with hundreds of multimedia products from IBM and cooperative vendors.

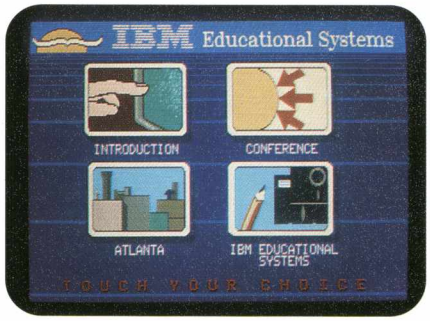
Simplified implementation

With the PS/2 M57 SLC, you won't have to roll up your sleeves and perform weeks of technology research and hours of component integration. "Plug-and-play" set-up means that you get your multimedia system up and running within minutes after opening the box.

Although the PS/2 M57 SLC incorporates a wide range of leadership multimedia features, it doesn't fight you for desk space. The system integrates all multimedia components internally in a small footprint enclosure that can reside on the desktop. As small as it is, the system doesn't cramp your expansion possibilities. A free disk drive bay, three free expansion slots, and an external SCSI connector allow plenty of room for even the most ambitious expansion plans.

An all-in-one CD-ROM optical disk gets you up and running fast. It performs software installation with a minimum of user intervention, walks you through an engaging multimedia tutorial, and includes a range of sample multimedia authoring tools and content packages that can make you a multimedia "author" in just a few hours. What's more, the all-in-one optical disk even includes the complete versions of industry-leading operating systems. On one disk, you've got IBM DOS 5.0, IBM OS/2 2.0, IBM Multimedia Windows Extensions 1.0 and Microsoft Windows 3.0. Now you can stop debating which operating system is best for you, and simply run the best applications available – regardless of operating platform.

As an integrated multimedia system, the PS/2 M57 SLC is built with a custom multimedia front panel that puts your volume control and headphone jack in easy reach. An enhanced internal speaker delivers quality sound. Or, if you prefer, you can use the stereo line-out jacks on the back and set up audiophile quality external speakers.



Leadership technology

Multimedia is fast becoming an industry buzzword. Inevitably, many firms may attempt to build multimedia systems from off-the-shelf components. At IBM, when we set out to create our first integrated multimedia system, our priority was to develop a high quality system that would reward our customers well into the future. In meeting our commitment with the PS/2 M57 SLC, we've incorporated a wide range of leadership technology.

Highlights

386 SLC processor: Today's powerful graphical operating systems and multimedia applications demand a 386SX or higher microprocessor for best performance. As a result, the 16MHz 386SX and the 20 MHz 386SX have become industry standards. In order to provide our customers with the best performance possible, we've been able to make dramatic improvements in the faster 20 MHz version that allows many applications to run up to 88 percent faster than on the standard 386SX. Our new processor, the 386 SLC, incorporates a data cache right on the chip that enables the processor to read instructions and data much quicker than it could if it had to access system memory. With our 386 SLC processor, you can now achieve dramatic performance gains in your applications while still coming out with a very affordable system.

High performance CD-ROM II drive: All CD-ROM drives are not alike. The CD-ROM II drive in the PS/2 M57 SLC ensures a sustained data rate by including a 64KB buffer. For "snappier" response in your applications, our CD-ROM II drive also delivers high performance data access speed. With 380ms "seek time," you get response that's over twice as fast as many CD-ROM drives on the market today and all with industry leading reliability.

IBM's CD-ROM II drive also provides compatibility with both existing and emerging standards. In support of today's standards, you can use the drive to run hundreds of non-multimedia CD-ROM applications, all of your audio CDs, and a wide range of multimedia titles on the market today. The drive also supports two emerging technologies – Digital Video Interactive (DVI™), a new standard for all-digital storage of high quality video and audio, and CD-ROM/XA, a new standard for "interleaving" video and audio information for synchronized playback.

Of course, our CD-ROM II drive is standard with the PS/2 M57 SLC and is built into the system enclosure, providing truly integrated functionality.

High quality 16-bit audio: The PS/2 M57 SLC incorporates a new version of our high performance M-Audio Capture and Playback Adapter/A (ACPA/A). This adapter card offers a variety of audio compression levels and quality, allowing the user to optimize the best balance between storage requirements and audio quality.

To make your sound system more convenient, we've wired the audio adapter to the system's front panel, providing easy reach to the volume control, headphone jack and microphone jack.

With 16-bit audio sampling, our audio adapter will bring you crystal-clear, FM quality stereo sound. Why trust your

flagship multimedia applications to lower-quality subsystems, when you can step ahead of the crowd and truly dazzle your audience?

Stunning XGA graphics: Going from today's VGA graphics to IBM's new XGA graphic standard may remind you of the leap between black and white television and the rich visual power of color TV. Instead of 640 x 480 resolution at 16 colors, you can now have either 640 x 480 resolution at 65,536 colors, or 1024 x 768 resolution at 256 colors – plus backward compatibility with VGA. With XGA, rich, high-quality images can now be displayed with ease. Equally important, the XGA standard is optimized for today's graphical interfaces. Combined with your brilliant stereo sound, XGA graphics can make your PS/2 M57 SLC applications feel like an "information theater."

Built-in SCSI controller: To help you control a wide variety of internal and external devices – hard disks and CD-ROM drives, for example, we've built in the high performance standard SCSI controller right on the system planar board. This controller might normally be offered as an extra-cost add-on, but we have been able to integrate the technology in such a way as to minimize complexity for customers while delivering industry-leading performance as a built-in standard. The controller will allow you to support up to seven SCSI devices with "plug-and-play" simplicity.

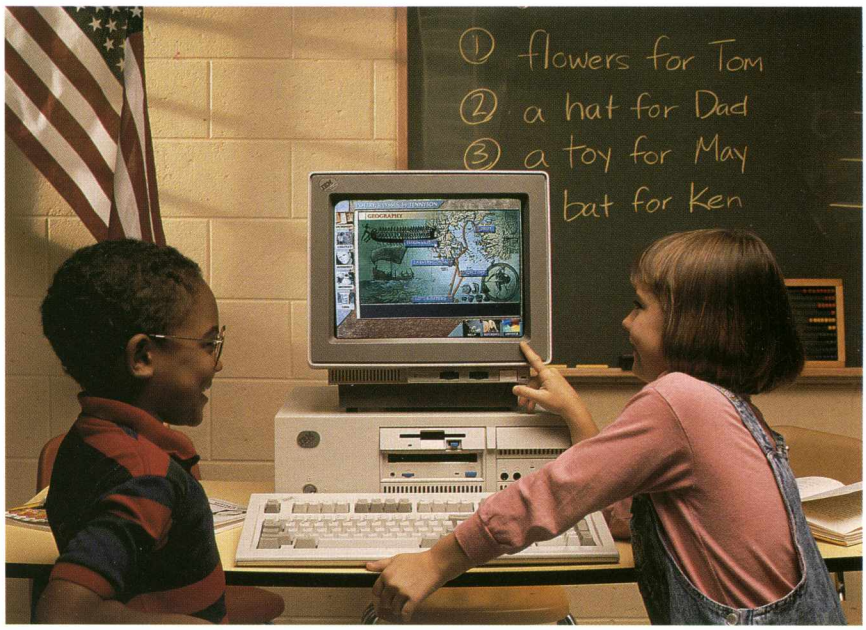
2.88MB diskette drive, 80MB hard drive: With the built-in 2.88MB 3.5" diskette drive, IBM advances a new standard for data portability. As a "media sense" device, it will support today's 720KB and 1.44MB diskettes, while providing compatibility with the new 2.88MB standard.

The internal 80MB hard drive allows speedy access to your applications, while providing double the capacity of many hard drives on the market.

4MB system memory: With 4MB of memory supplied in standard configurations, you have ample room to run your most powerful applications. If 4MB ever proves limiting, you can expand the memory all the way up to 16MB right on the planar board.

Micro Channel® Architecture: With IBM's Micro Channel Architecture, your data-intensive multimedia applications won't be limited by the internal data bus.

Internal expansion: Despite all its integrated multimedia components, the PS/2 M57 SLC still provides three free expansion slots for high-performance Micro Channel adapter cards. That means you have plenty of room for customizing your system in the future. There's also a free drive bay for additional internal disk storage, plus an external SCSI connector for adding external devices.



A wealth of Ultimedia options

With the PS/2 M57 SLC, we believe we've integrated leadership multimedia technology at an affordable cost. But don't think for a moment that "integrated" means "limited." Depending on your application, you may want to take advantage of some of our exciting Ultimedia options.

Here are a few highlights of what you can add:

IBM 8516 Touch Display: The 8516 Touch Display integrates state-of-the-art touch sensitive technology right on the screen. Most touch displays incorporate overlays that tend to distort color and clarity. Because the 8516 does not use an overlay, the brilliant colors and crisp graphics of XGA are maintained during touch interaction.

IBM M-Motion™ Video Adapter/A: For high-end multimedia applications that require full-motion video on screen with overlayed graphics, you'll want to add the IBM M-Motion Video Adapter/A. Our M-Motion adapter is widely supported by independent software vendors, enabling you to tap into a wealth of pre-packaged multimedia applications.

IBM PS/2 TV: IBM PS/2 TV is a brand new solution for delivering video and audio to IBM PS/2s at the lowest possible cost. IBM PS/2 TV combines a television tuner and a digitizing board in a slim enclosure that can fit right under your monitor. Now you can monitor video and audio from a variety of sources (antenna, cable TV, videodisk, VCR, closed-circuit camera) in either full screen mode or in a window alongside your applications.

A glimpse behind the IBM PS/2 Ultimedia Model M57 SLC

All-digital IBM ActionMedia™ II adapters: Our brand new ActionMedia II adapters provide an all-digital solution for multimedia application support. Traditionally, full-motion video multimedia applications have relied on analog videodisk players for storage, requiring that a videodisk player reside next to every PS/2 delivery platform. With the IBM ActionMedia II adapters, full-motion video is compressed and stored in an all-digital format, allowing applications to be networked across entire organizations. Now you can avoid the expense of redundant videodisk players, free up more space on your desktop, and even update your multimedia applications incrementally over time – something you can't do with pre-pressed videodisk applications.

IBM PS/2 3.5" Rewritable Optical Drive: Imagine 127 megabytes of rewritable storage, all on a removable cartridge that resembles a diskette. That's the power of IBM's new PS/2 3.5" Rewritable Optical Drive – the perfect complement to your data intensive multimedia applications. Available in both internal and external versions, the drive allows you to distribute multimedia applications with ease. The drive also enables highly affordable storage and archiving of both multimedia and traditional content.

The evolution of multimedia

Multimedia represents the merging of the great information revolutions of our century – computers and television.

At its root, television fundamentally enhanced our mode of access to information. For centuries, the only way to learn about events around the globe was by reading a book or newspaper. But with television, suddenly those events occurred right in the living room.

While television enhanced our access to information, the computer era has revolutionized our ability to store and retrieve information. In effect, computers have shortened the distance between people and information.

With multimedia, the power of the computer is being put to work in new ways. Now, computers not only bring people closer to information, but also express that information in the most intuitive manner – going beyond text and graphics to include images, animation, full-motion video, stereo sound, and touch screen interaction.

In essence, multimedia now "personalizes" the information revolution. It combines the audio-visual power of television with the interactive power of computers to create a dynamic new vehicle of communication.

There is general agreement among researchers that people have short-term retention of about 20 percent of what they hear, 40 percent of what they see and hear, and 75 percent of what they see, hear, and do. For communication to be effective, it must engage multidimensional modes of communication and draw upon the full power of how we experience life.

In a nutshell, that's exactly what multimedia does.

Full-blown multimedia has three key elements:

- Natural presentation of content through text, graphics, stereo audio, images, animation, and full-motion video;
- Nonlinear intuitive navigation through applications for access to information on demand;
- Touch screen interaction.

Multimedia is real, proven and working. And that' not just our opinion. A Department of Defense Institute for Defense study on interactive video instruction has found that over all instructional settings and applications, interactive video instruction improves achievement by an average of 38 percent over more conventional instruction, while reducing time to competency by 31 percent. In higher education, interactive video improved achievement of a full 50 percent over conventional instruction. What's more, in nearly every case, interactive video was found to be less costly than conventional instruction.

Multimedia in the real world

In the budding "new media" age, multimedia applications are becoming a productivity engine and are being woven into the daily fabric of our lives:

- Education advances knowledge;
- Industrial and white-collar training transfers skills;
- In business communications, they bring workers together;
- Marketing efforts educate the consumer;
- Public dissemination of information furthers citizen awareness.

Please tell me about the type of gift you are looking for by touching the appropriate gift box
'TIS THE SEASON
LEISURELY PURSUITS
STOCKING STUFFERS
SOMETHING SPECIAL
AT-HOME
FASHIONS GALORE
NOT SURE, ASK ME MORE
START OVER

Multimedia now raises such information exchange from the level of text to the far more intuitive level of direct experience. With multimedia, formal communication comes alive as a personal experience, with vast increases in efficiency, personal engagement, and information retention.

In use, full-fledged multimedia offers an experience that many call "interactive television." Thanks to its rich, intuitive interface, multimedia eliminates the complexity of computer interaction while providing a superset of traditional computer capabilities. Not only can massive multimedia databases be accessed easily, but communication itself is enhanced dramatically. Powerful "show and tell" capabilities now electrify a myriad of applications that have long relied on dry, textual presentations. Such leading multimedia applications include everything from education to training to business communications.

Putting the PS/2 M57 SLC to work: applications

The PS/2 M57 SLC comes with everything you need to deliver multimedia applications complete with stereo sound, high-resolution graphics, high-quality images, and lively animation. With addition of an IBM touch display and a full-motion video card, you can reach the pinnacle of today's IBM Ultimedia capabilities on a single integrated system.

How can you put your new IBM Ultimedia power to work? Just imagine the possibilities:

Training: With IBM Ultimedia, lecture and text training formats can be enhanced by dynamic, personalized multimedia training that engages each employee's full attention. Multimedia training provides not only vivid immediacy, but also the ability to customize itself to the needs of an individual. Pop quizzes, for example, can assess trainee knowledge and steer instruction to areas of weakness. Multilingual versions further individualize the training experience. And in the industrial workplace, simulation-based training can help equipment operators learn their jobs without the risk to themselves or to expensive equipment.

Just-in-time guidance: Closely related to training is "just-in-time" guidance – a field traditionally served by reference manuals. Employees and workers are often called upon to perform tasks for which they need additional information or refresher training. Now with IBM Ultimedia, they can branch instantly to refresher courses and have guidance

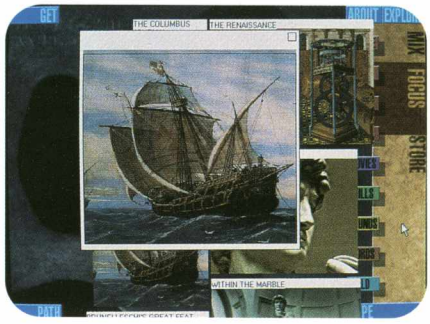
delivered in the form of audio/visual vignettes. The local PS/2 becomes an information warehouse, delivering consistent information when and where you need it.

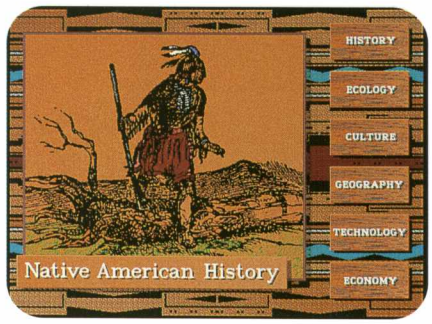
Education: IBM Ultimedia courseware today provides individualized instruction driven by the interests of students. "Hypermedia" links enable instant branching from topic to topic, allowing students to become explorers on a self-directed journey to discovery. Every step of the way, Ultimedia supports that journey with the most direct and expressive media – embracing not only text, but also graphics, images, animation, full motion video and sound. Students learn by hearing, seeing and doing.

Business desktop: IBM Ultimedia transforms the business desktop into an "information theater." Business presentations make a quantum leap in effectiveness by bringing such Hollywood-style sizzle as voiceovers, music, and stunning visualization to the hands of end users. Meanwhile, video conferencing allows colleagues to speak face to face from remote offices, share documents and spreadsheets on-screen, and interact "live" with those documents through "chalkboard" capability.

Point-of-information: Today, both business and government find that public information dissemination can be handled far more engagingly with walk-up multimedia kiosks based on IBM Ultimedia. These kiosk systems extend the familiar concept of the ATM machine to "interactive television" by providing such friendly enhancements as touch screens, motion video and stereo audio. Applications include destination locators in corporate lobbies, consumer education kiosks in stores, and government and museum information kiosks.

Merchandising: Vendors today use IBM Ultimedia to attract and hold the attention of customers through walk-up kiosks that provide interactive video presentations of product lines. Touch screens allow customers to direct these presentations to areas of interest. The result is a custom commercial that delivers persuasive, authoritative information at the most crucial possible moment – when the customer is ready to buy.





How to learn more about multimedia

By now, you may well have imagined the possibilities of what IBM Ultimedia and the PS/2 Model M57 SLC can do to enliven information exchange. The good news is that you can acquire a wealth of additional detail about multimedia straight from the mouth of today's real-world pioneers. The stories they tell can help you pilot your course into multimedia.

From industry to government to education, leading-edge IBM customers have put IBM Ultimedia to work in a wide array of exciting applications. IBM's *Ultimedia Digest* provides a great overview of success stories and is available free. The *Digest* also includes overview perspectives on multimedia in several industries, plus tips and techniques on getting the best out of IBM Ultimedia products.

To stay current with the leading-edge of IBM Ultimedia technology and applications, you'll also want to subscribe to IBM's free bi-monthly multimedia magazine, called *Multimedia Solutions.*

Finally, to explore a wide range of prepackaged multimedia applications, order IBM's free *Multimedia Solutions Courseware Catalog.*

For additional information, contact your local IBM representative, your IBM Authorized Remarketer who specializes in multimedia products, or call 1-800-426-9402.

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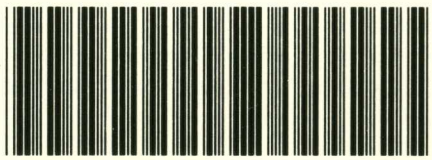

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